<u>ABSTRACT</u>

A method and system for automating electronic merchandising and product recommendation by creating a third party merchandising product database populated with data obtained directly at the point of sale. According to one embodiment, collection or direct importation of such data from an existing physical source or a product or merchandising database, which can be complex and costly, is not required. As a result, the cost of creating a usable merchandising system and database is reduced.